



January 15, 2021

PUBLIC NOTICE RE: SOCIAL MEDIA AND TOWN RESPONSES

When we speak directly about public engagement on a municipal level, we are generally referring to “Town Hall” in person meetings. These allow for residents, Town Administration, and our Council to be present and have conversations about perspective projects. Residents are given the opportunity to interact with Council and Administration while we share project specific information including schedules, procedures and process, financial information etc. This format provides residents the most up to date and accurate information available. In turn this allows the public an opportunity to share their thoughts, ask questions and provide valuable feedback. Having said that, it does take some initial research and preparation to get to the point where we can have those interactions. When assumptions and misinformation are put forward (by what is most often well-intentioned individuals) the rumour mill starts and can lead to both positive and negative conversations or comments.

It is and will continue to be encouraged that residents reach out directly to administration to gather correct and current information, rather than add fuel to a possibly misinformed statement that one might read on social media. While we cannot always guarantee that the responses and answers will be what you want to hear, you will be given the information directly from the source while also providing an opportunity to have a conversation with the appropriate staff.

Monitoring, interaction and response to questions and comments that are posted directly to the Town’s social media accounts will only take place during regular business hours by approved Town staff. The Town will not generally comment on random posts or social media threads, other than to encourage residents to reach out directly to the Town. Positive and proactive conversations can happen on social media; however, they can also turn into nasty, bullying, and negative posts very quickly and the Town will not engage with or condone such divisive behaviour on our municipal social media platforms. Again, our message is simple, if you have questions about the Town and its operations, let’s start by asking the Town.